October 1, 1993

To: P. E. SCHMIDT:

Re: T/A of ELMs on Work of 9/28/93

Dear Peter,

As a follow up to the activities viewed during your recent visit to Brooklyn, I performed T/As on both ELMs on the day they worked with sales reps. and made only 5 calls each.

Kenny worked with A/S/R A. Lipson and in the five calls accomplished the following:

Cash sale total- 158 cartons
11- temporary displays placed
24- pieces of paper placed
Priority Work
        All Win. Sel. styles in dist.- 20 $2.00 off sold in
        Both styles Camel Spec. Lts. in all calls - 4 sold
        6 Monarch sold in with 3 intros
        12 Doral sold.

All retailers signed to Camel Cash Lotto.

Attempted to Update Master List in all calls.

In addition, a morning and afternoon trip was made to the wholesaler where a brief period of time was spent addressing business with the owner.

Alex worked with A/S/R D. MANY and in the five calls they made accomplished:

Cash sale total- 160 cartons
13- temporary displays placed
36- pieces of paper placed
Priority Work
        All Win. Sel. styles in dist.
        Both styles Camel Spec. Lts. in all calls- 7 sold
        9- Monarch sold with 4 intros
        36- Doral(some b1glf) sold

All retailers signed to Camel Cash Lotto
Attempted to Update Master List in all calls

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Peter, in addition to the activities noted above, both reps. and mgrs. used Monarch guns to 'dead net' a substantial amount of product.

While I am not satisfied with the call count, I am satisfied with the performance in the calls made. All four people have been talked to regarding increased call count and I will monitor to ensure the message got through.

Continuing your exercise, call performance was checked for the following days on both A/S/Rs and while there was a minor problem with Danny which was corrected, lack of productivity was evident with A/S/R LIPSON and an ORAL WARNING for poor performance was issued. Call activity for the entire division will be properly addressed and the people resource properly managed.

Thanks for your assistance and guidance, I'll do my part.

Sincerely,

lee
F. LEE MANEY
CALLACT.FLM